MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 J Street Sacramento, CA 95814 Telephone: (916) 323-5079

WEB SITE ADDRESS: http://ag.ca.gov/charities/

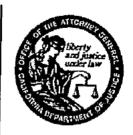
COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586,1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



_				
	Name and Address of Commercial Fundralser:	58	Name and Address of Charitable Or	ganization:
PUBLIC INTEREST COMMUNICATIONS, INC.			CTNo. 115975 FELN	. No
			Deenn	70
١	7700 LEESBURG PIKE, SUITE 301 NORTH		Name of charity	Inc.
١	Address of commercial fundraliser		250 M ST	reet Suite 300
1	FALLS CHURCH, VA 22043		618-SC 14-67	on DC 20037
L	City, State, and ZIP Gode		City, State, and ZIP code of charity	
F	Figures from (check one): National Campaign 🔼 California C	Campaign 🔲		
_	TELEMARKETING held (on) (fr	rom) <u>De</u>	.C. (,20 <u>03</u> to	Nov. 30,2004
	(Type of activity)		(Date or dates must be shown)	
la	s the contract between the commercial fundraleer and charity based upo if other, provide brief explanation	on a fee or perci	entage of revenue? Fee KX Percentage	Cther C
1.	. REVENUE		7,826.50	
	A. Cash contributions	_	A	
	B. Entertainment sales or admission charges	_	в.	
	C. Sales from products			
	D. Advertisement sales	_	D,	
	E. Membership fees	_	E.	
	F. Other sources: (Specify)			
	l	_	Fa.	
	b		Fb.	✓
	G	-	Fc.	7,826.50
	d	_	Fd.	5-2-
	G. TOTAL REVENUE			G.
2.	EXPENSES (SEE ATTACHED)			
	A. Fees or commissions		A	
	B. Salaries		В.	
	C. Payroll taxes	_	c,	
	D. Employse benefits		D.	
	E. Cost of merchandise for resale	_	E.	
	F. Cost of entertainment	_	F.	
	G. Postage		G.	
	H. Advertising		Н.	
	i. Telephone		<u> </u>	
	J. Rental of equipment		J.	
	K. Facilities charge		К.	
	L. Permits		L	
	M. Other expenses: (Specify)			
	2.	_	Мэ,	
	b	_	МЬ.	
	G		Mc.	
	d		Md.	12/100 000
	N. TOTAL EXPENSES			19,711.07 N.

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES ANNUAL FINANCIAL REPORT FOR 20 이 나

(California Government Gode Section 12599)

Dece 2		

		- 569	51.34	
Amount to charity (subtract line 2N from line 1G)		- 1.0	3.	
4. Less additional fundraising expenses paid by charity include	charity)	4		
5. Less fair market value of goods and/or services used for the	- 51	N/A 251.34		
6. Net proceeds realized by charity from the campaign (subtrace	. = 2) 	6.		
7. (a) Does any officer, director, partner or owner of the com	mercial fundraliser have any affiliation with or control over,	directly or indirectly, th	a charitable organization	
for which the commercial fundralser has contracted to	solicit?			
☐ Yes Ro If "yes" complete the following:				
Name of officer, director, partner or owner of commercial fundralser	Name and address of charitable organization	Relationship to charitable	of officer, etc. organization	
(b) For each affiliation identified in 7(a), attach copy of the o	contract between the commercial fundralser and the charity.			
Under penalties of perjury, I declare that I have examined this repo belief, it is true, correct and complete.	ort, including accompanying documents, schedules and stat	aments, and to the best	t of my knowledge and	
	JOYCE M BRUNDAGE	_ VP	11-12-04	
Signature of authorized officer (commercial fundralser)	Printed name	THIO	Date	
This report must be signed by two officers or directors of the char	itable organization for verification.			
16.545	James F. Sim	EN	2/11/05	
Signature of authorized officer/director (charity)	Printed name	Title	Date	
	Michael Hirshfield	VP North	Ameria 2/11/00	
Signature of authorized officer/director (charity)	Printed name	Title	Date	

OCEANA, INC. CAMPAIGN EXPENSES

(Fees & Expenses for this campaign are all-inclusive, refer to contract)

Professional Fundraiser's Fee	\$ 13,477.84
Campaign Expenses	
Total Campaign Expenses	\$ _

TOTAL FEES AND EXPENSES..... \$ 13,477.84